

PLAY METER

UPDATE EDITION

Volume 6, Number 4

March 1, 1980

PLAY METER's first annual Amusement Operators Expo slated March 20-22

The Amusement Operators Expo, scheduled for March 20-22 at the Fairmont Hotel in New Orleans is "destined to become the major event for the amusement industry," reports Anthony M. Scalisi of Conference Management of Stamford, Connecticut.

"The combination of quality seminar offerings and an extensive promotional effort assures operators, distributors, and manufacturers of a high quality and large volume audience."

The workshops and seminars, which number over twenty, were specifically designed to provide practical education for just about every segment of the coin-op industry. Experts have been tapped from just about every pertinent field imaginable—from the creative marketing end to profitable distributorship to troubleshooting concepts.

One of the high points of the show of course, is the exhibit hall, where extensive displays of equipment, products, and services will be open for touring between 11:30 a.m. and 6 p.m. daily.

As many as six seminar-workshops may be attended during the three-day period. Morning sessions will run from 10 to 11:30 a.m., with afternoon sessions beginning at 2 p.m. and ending at 3:30 p.m.

The price of \$35, which may be paid in advance or at the door, covers convention registration and one seminar or workshop of the registrant's choice. Additional workshops or seminars may be scheduled at the cost of \$35.

A registration packet will be waiting for advance registrants, including seminar-workshop tickets, at the registration desk of the Fairmont Hotel at 9 a.m. each day.

Exhibit hall admission is open to all

expo registrants at no additional charge. A cocktail reception, to which all show-goers are invited, is planned for Thursday, March 20 between 5-6:30 p.m.

Exhibitors include: Allied Leisure Industries of Hialeah, Florida; AMA Distributors, New Orleans, Louisiana; Amusement Emporium, Denver, Colorado; Amusement Supply, Inc., Dallas, Texas; Bally Manufacturing Corporation, Chicago, Illinois; Coffee-Mat Corporation, Division of FSF Industries, Inc., Kenilworth, New Jersey; D&R Industries, Inc., Lincolnwood, Illinois; Electropedic Products, Inc., Dallas, Texas; Exidy, Inc., Sunnyvale, California; Game

Plan, Inc., Addison, Illinois.

D. Gottlieb and Company, Northlake, Illinois; Gremlin Industries, San Diego, California; J&J Sales Company, Inc., Mt. Vernon, New York; Irving Kaye Co., Inc., Stamford, Connecticut; Kurz Kasch Electronic Division, Dayton, Ohio; O. B. A., Inc., Dallas, Texas; Rowe International, New Orleans, Louisiana; Sircoma, Reno, Nevada; Southwest Vending Sales Company, Oklahoma City, Oklahoma; Stern Electronics, Inc., Chicago, Illinois.

Tommy Gate Manufacturing Company, Woodbine, Iowa; Tornado Table Soccer, Inc., Fort Worth, Texas; Tournament Soccer, Seattle,

Continued on page 2.



New Orleans' French Quarter is only one attraction the Play Meter Amusement Operators Expo has to offer. The Cabildo, pictured above, is within walking distance of the Fairmont Hotel, the show site.

**Volume 6,
Number 4
March 1, 1980**

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PLAY METER, March 1, 1980. Volume 6, No. 4. Copyright 1980 by Skybird Publishing Company. PLAY METER (ISSN 0162-1343) is published twice monthly on the 1st and 15th of the month. Publishing offices: 320 Old Hammond Highway, Metairie, La. 70005, P. O. Box 24170, New Orleans, 70184. Tel. 504/838-8025. Subscription rates: U. S. and Canada—\$25; Europe and Japan—\$45; elsewhere—\$50. One order subscriptions: 2-9, \$20 each; 10-24, \$17 each; 25 or more, \$15 each. Advertising rates available on request. No part of this magazine may be reproduced without expressed permission. The editors are not responsible for unsolicited manuscripts. Second-class postage paid at Metairie 70002 and additional mailing offices. *Postmaster:* Send Form 3579 to PLAY METER, P. O. Box 24170, New Orleans, La. 70184.

European office: PLAY METER Promotions, "Harescombe" Watford Road, Northwood Middx. England, Northwood 29244.

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Washington; Twelve Signs, Inc., Los Angeles, California; United Billiards, Inc., Union, New Jersey; The Valley Company, Bay City, Michigan; Van Brook of Lexington, Inc., Lexington, Kentucky; Vectorbeam-Cinematronics, Union City, California; WICO Corporation, Niles, Illinois; Wildcat Chemical Company, Fort Worth, Texas; Williams Electronics, Inc., Chicago, Illinois; Zamperla, Inc., East Brunswick, New Jersey.

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Seminars and workshops are a rich source of practical information for the progressive operator. The workshops and seminars slated for Thursday, March 20 morning sessions are: Location Cost Analysis, faculty to be announced; Business Forms and Record Keeping, faculty to be announced; The Mini-Tour and General Foosball Promotions, Joe McCarthy, president, M&M Distributing; and It's Time for Schooling, Art Seglin, instructor, vending machine repair, Hudson County Area Vocational Technical School.

Thursday, March 20 afternoon workshops are: Negotiating Commissions, with locations, faculty to be announced; Starting and Managing the Arcade, Ted Olson, president, Inter-Play, Inc.; How You Can Benefit from a Pool League, Richard Hawkins, president, D&R Star; and Token Operations: An Alternative for Profit, Virgil Vance, president, Van Brook of Lexington.

Friday morning sessions, March 21, are: New Equipment Purchasing for the 1980s, Fred Skor, vice president, Woold Wide Distributors; Internal Cash Controls and the Absentee Owner, Jon Daugherty, LeMans Development Company; National Promotion—The Common Denominator, Millie McCarthy, president, New York State Coin

Machine Association, and a panel of promotion experts; and Troubleshooting Concepts I, Bill Arkush, microelectronics division manager of Exidy, Inc.

Friday, March 21 afternoon sessions are: The Profitable Distributorship, Chuch Arnold, general manager, Northeast region, Rowe International; Old Game Plan Appeal: Use Your Imagination, Tom Howarth, chief engineer, Amusement Game Services; Creative Marketing and the Coin-Op Business, Carol J. Kantor, president, Business Builders; and Troubleshooting Concepts II, Bill Arkush, microelectronics division manager, Exidy, Inc.

Saturday, March 22 morning sessions are: Depreciation Facts and Fallacies, Charles C. Ross, instructor, finance and accounting, Southwest Texas State University; The Pinball Tournament: A Practical Approach, Steve Kirk, president, Pinball Association of America, Inc.; The State Association: Power through Cooepration, Millie McCarthy, New York State Coin Machine Association; and Troubleshooting Concepts III, Bill Arkush, microelectronics division manager, Exidy, Inc.

Saturday, March 22 afternoon sessions include: Return on Investment and Business Profitability, Charles C. Ross, instructor, finance and accounting, Southwest Texas State University; Amusement Games: Separating the Sheep from the Wolves, Rufus King, Esq., King and King, Attorneys at Law; Shopping Centers and Arcade Leasing, Jon Daugherty, LeMans Development Corporation, moderator, and a panel of national arcade company executives and shopping center developers; and Troubleshooting Concepts IV, Bill Arkush, microelectronics division manager, Exidy, Inc.

The Fairmont Hotel has set aside a block of rooms at special lower rates for attendees. However, the official entry form must be used to qualify for the special rates.

It all promises to be educational and entertaining—so much that it's difficult to decide which aspect of the show is best. And as a bit of lagniappe (the "little extra," as native New Orleanians say), the entire event is tax deductible—educational expenses, including travel, meals, and lodging, undertaken to maintain and improve professional skills may be deducted.

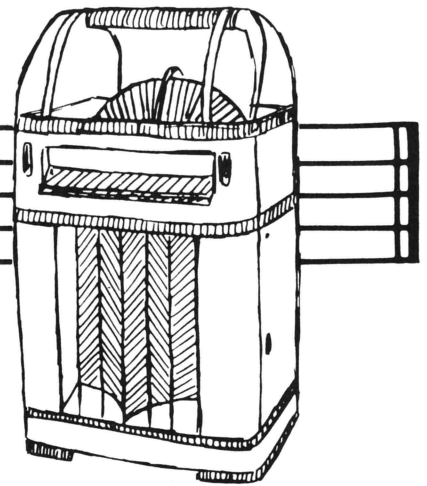
Write Conference Management Corporation, 500 Summer Street, Stamford, Connecticut 06901 for more information.

MUSIC PROGRAMMING



By Pat Matthews

WQUE New Orleans



(Lean) picks of the litter.....

or is it lean litter of the picks?

Product is a bit lean, but we still have the pick of the litter for this Update. So, if you're ready, let's get on with it!

IT'S LIKE WE NEVER SAID GOODBYE—Crystal Gayle—Columbia 1-11198

I guess this song would have to be classified "Middle of the Road Country". Or, better yet, how's "Middle of the Country Road" sound? I just made that up.

It's up beat, acoustical, laced with strings and has that sweet recognizable voice of an instant winner in the forefront. I reviewed Crystal's first CBS release ("Half The Way") a couple of months back and picked that one to cross over. This one may cross, but may not have the strength the initial cut had. It's a good song, so don't get me wrong. All I'm saying is that it will probably be a big country smash, a mild easy listening success, but not enough mass appeal to make it in a big way on contemporary music radio. Based on all this, I'll shoot for a seven out of ten.

ONLY A LONELY HEART SEES—Felix Cavaliere—Epic 9-50829

Instant LP acceptance was what this former lead singer of the Young Rascals/Rascals has experienced thus far. It's now time to see if the long layoff from recording has hurt his commercial acceptability. The album "Castles in the Air" is loaded

with good tunes, some of them danceable. There's even a re-hashing of a Rascals tune of over a decade ago, "People Got To Be Free". Felix still sports the same beard (with a hint of gray that just shouts "Class!") and his voice hasn't changed a lick.

Those of us in our mid-twenties plus will recognize it right away—the rest may just fall in line as a new brigade of fans. The song in question is probably the best choice for the single. It's reminiscent of the classics done by the Rascals and with the right push, could be big. Seven out of ten or better.

HEARTACHES—Ann Peebles—Hi HI 80533

With a distinct disco feel, this song features the lady who has stood a lot of rain for quite some time. Featuring a nice arrangement with strong vocals in the front and background, it should do well on the disco and R&B charts. Worth consideration from all circles. Eight out of ten on strongest chart.

MY HEROES HAVE ALWAYS BEEN COWBOYS—Willie Nelson—Columbia 1-11186

The swaying beat (or strum) of the acoustic guitar conjures up thoughts of Kenny Rogers' "Coward Of The County" as well as reminding one of Willie's own classic, "Blue Eyes Crying In The Rain". People who are definitely in the know tell me

that Columbia is very much behind this tune and that, of course, usually means an aid to success. Heroes may have always been cowboys to Willie, but Willie is fast becoming mah hero. Seven out of ten, crossover.

ROCKIN' INTO THE NIGHT—38 Special—A&M 2205-S

From the album of the same name, you'll definitely be doing just what the title says with this one on the turntable. It's a slick, polished, straight ahead rocker with a limited, yet effective, series of hooks, harking of Journey and an endless series of high energy acts. Should get a lot of album radio airplay. Seven out of ten or higher.

HOW DO I MAKE YOU—Linda Ronstadt—Asylum E-46602

From the opening snare roll intro, you can feel the newness and sudden change in musical direction for Ms. Ronstadt. I've read recently that lovely Linda has gotten into New Wave of late, which helps explain how she's been spending her spare time. She's suddenly switched to high energy music, not that she's never done rock'n'roll before, but it has been a long time. This definitely not a "re-make" and in itself, that's a plus! Produced by Peter Asher—naturally—it's sheer dynamite from beginning to fade. Linda Ronstadt definitely proves on her latest single release that she can wail rock tunes with the best of 'em. Ten out of ten.

The records are rated as follows: 10 out of 10 = Top 10 peak; 9 out of 10 = Top 20 peak; 8 out of 10 = Top 30 peak; 7 out of 10 = Top 40 peak; 5 or 6 out of 10 = Somewhere in Top 100; 4 or less = Forget it, loser, break in half.

Gottlieb unveils Star Series



Sandy Leight of SIM-CO Marketing presents a bouquet to Tom Herrick at the conclusion of the presentation of the new Star Series 80 game.

The Gottlieb distributors meeting, held in Chicago at the Oak Brook Hyatt, was the premier site of Gottlieb's new intermediate-sized pinball cabinet which features expanded memory capability and "new playfield power."

The line, called *Star Series 80*, was unveiled at the company's annual distributor sales meeting which is attended by distributor principals and their sales staffs from the United States, Canada, and Japan.

"The new *Star Series 80* games feature our exciting new solid state *System 80* and *Dimension 80*," noted Robert Bloom, senior vice president. "System 80 brings new playfield power plus versatile and expanded memory capability to Gottlieb games. Its potential for intriguing new game designs is virtually unlimited. We call it the 'game with a brain'."

Gottlieb conducted extensive research to determine that two feet by four feet is the ideal dimension for the *Star Series 80* games. Five and seven-eighths inches were

added to the length, and three and five-eighths inches were added to the width to create 292.5 square inches of additional playfield area. "The new dimension is 34 percent larger than the previous standard, yet the game does not require additional space at the location," Bloom said.

The expanded memory potential enables the game to restore the playfield to the exact condition it was in at the time the player lost his previous ball. The company reports that the memory capability means "pinpoint accuracy" with no skips and multiples. The system also can absorb new ideas and concepts.

Gottlieb also introduced a new, more versatile fifteen step book-keeping system which has added automatic calculation of the replay percentage and continuous averaging of playing time per game, both features that many games operators have requested. The engineering team also redesigned a more powerful pop bumper, each of which has its own power source, an individual circuit board independent of the main control board of the game.

AMOA Notre Dame seminar set

Aids to the business end of the amusement machines industry will be discussed in the AMOA's Eighth Annual Notre Dame Seminar, to be held March 14 and 15 at Chicago's O'Hare Hilton.

Notre Dame faculty members on the AMOA program will include the speakers: Dr. D. Chris Anderson, professor of psychology, discussing the application of behavior modification to interviews, selection and training of employees; Dr. William P. Sexton, chairman of the department of management at Notre Dame, speaking on training, development and utilization techniques for managers; and Dr. James Wittenbach, a CPA and research professor of accounting, discussing what a businessman should know about taxes.

Registration is limited to 70 persons and will be closed when that number is reached. Those interested in reservation or further information should contact the AMOA office, 35

E. Wacker Drive, Chicago 60601; telephone 312/726-2810.

The 1979 attendance at the AMOA-Notre Dame Seminar was a record high, with 119 operators from 28 states and Canada in the Windy City for facts and figures. Classrooms were overflowing, but the program was well rated by those in attendance. Successful operators complemented the panels of professors, and participation was enthusiastic.

Objectives remain basically the same for the 1980 seminars: to draw on the knowledge of the academic community and successful operators alike to aid those attending to do a better job of managing resources, employees and customers in order to increase profits. "The bottom line" is at the top of the AMOA seminar's priority list for participants.

This month's program will have three outstanding operators speaking on "How to Increase Your Income \$10,000 This Year."

At the O'Hare, all will not be classroom seriousness. A social bar

will be held in the Gaslight Bar on Thursday evening, March 13. Registration commences at 8 a.m. Friday, March 14, and a welcome and overview will be given at 8:45 a.m. in the Lingbergh rooms. Dr. Anderson's program will begin the series at 9 a.m.

Operators in Friday afternoon's panel presentation are scheduled to include Fred Collins, Jr., of Greenville, South Carolina; Wesley S. Lawson, Winter Haven, Florida; and Pat Storino, Point Pleasant Beach, New Jersey. Small group discussions will follow the coffee break Friday afternoon. Ash bar opens at 6:40 p.m.

Adjournment is Saturday, March 15, at 4 p.m.

The complete fee for registration is \$120. This includes all materials and lunch on Friday and Saturday.

Room reservations at O'Hare Hilton should be made by early March. Special rates are available for seminar participants.

JB Awards show aired on NBC-TV

The success of the NBC-TV telecast of the AMOA's 15th Annual Jukebox Awards has been apparent to the music operators' industry, and a 1981 performance like the January show will be considered in the AMOA board of directors' mid-term meeting next month.

AMOA President Bob Nims said the jukebox "tribute" on network television January 8 has rebounded favorable publicity on the business of jukeboxes and the whole coin-operated industry, by association.

The NBC show was a first, he noted. It gave nationwide coverage to the industry awards which began the year Paul McCartney and Mick Jagger became jukebox hit attractions.

Show focus was directed to the rich history of the jukebox when Teresa Brewer honored the music machine with her rendition of the song, "Music, Music, Music" ("Put another nickel in...."). The Bob Stiivers Associates producers brought the winner of five 1979 Jukebox Awards, Kenny Rogers, to television viewers by film from Tucson, Arizona, where he is acting in the movie of "The Gambler". (Rogers sang his song "The Gambler" and voiced his appreciation for the song's being voted both Top Country Record and Record of the Year.)

The star in the two-hour show, of course, was the jukebox itself, in its design evolution and entertainment value over more than three decades. The jukebox play area framed close-ups of on-stage performers including Glen Campbell, Paul McCartney and Wings, Peaches and Herb, the Kingston Trio, Chubby Checker, Judy Collins, Roberta Flack, The Oak Ridge Boys, Tanya Tucker, Barbara Mandrell, and Bobby Vinton—hot vocalists who span the entire range of the postwar jukebox era.

Co-host George Segal said in closing the two-hour NBC show that 500,000 jukeboxes are in play today. "The golden age may be over," said popular actor Segal, "but the jukebox is always there when you need it, like a friend."

It has been a friend to many of the "greats" in entertaining, such as the late Nat King Cole. His ageless "Mona Lisa" on film footage and the

original Modernaires singing "Jukebox Saturday Night" in person provided nostalgic notes.

Winners of the 1979 awards who performed on the show included The Commodores, The Bee Gees, Blondie, and Crystal Gayle.

Popular singer-songwriter Mac Davis introduced and, with Segal, handed out the awards to winners.

Nims in New Orleans said recently the TV package was "a terrific coast-to-coast spectacular...an accomplishment on behalf of the industry in general and particularly the jukebox industry."

Viewer ratings were high for the January 8 prime-time program, and it will be the NBC network's option to televise another Jukebox Awards show. Nims said, "If they do, naturally AMOA will be working for an even better show this coming year." The question of what form

national TV coverage would have in '81 will be taken up in the April mid-term meeting of the AMOA's board.

"The show was a giant step in positive public relations for the jukebox industry," commented former AMOA President Wayne Hesch. It was during his term of office that the project was started for the NBC air date. Since air time, AMOA spokesmen have saluted the "good PR" stemming from the musical special's positive image of the jukebox as wholesome entertainment.

Appreciation for the audience of the jukebox was expressed by Kenny Rogers, who thanked patrons for "putting those coins in the jukebox." It is those millions of people, after all, that are in large measure responsible for the success of Rogers and other stars of the AMOA Jukebox Show.

Gorgar pays up

Ron Crouse, marketing manager of Williams Electronics, presented a donation to the Las Vegas Chapter American Heart Association recently. Proceeds were collected from two talking Gorgar machines set up at the Tropicana Country Club and the Las Vegas Racquetball Club in conjunction with the AMF Voit/Self Magazine Racquetball Classic finals.

This invitational tournament culminated a six-stop series of tournaments in major cities. More than 120 players competed in the two-day event. Prizes worth \$25,000 were awarded, including two Williams Gorgar machines and products by Datsun, Hitachi, American Airlines, Rollei Cemas, Conair, Robert Bruce, Danskin, Racquetball Illustrated, and Tred 2.

Bonnie Geller, promotion director of Self Magazine, was also involved in the promotion. TRG Communications, Inc., a New York sales promotion company, coordinated the series.



Ron Crouse, Bonnie Geller

On the Move

Kindler appointed

Tom Kindler has been appointed operations manager of Shaffer Distributing Company's Columbus, Ohio home office.

Kindler formerly was the northern Ohio branch manager since September 1, 1976. Prior to that, he served as Shaffer representative in the northern Ohio area. He has been with the company for the past seven years.

Neville named

John Neville was named director of marketing for Empire Distributing, Inc., of Chicago recently.

Neville, who has a long record in sales and marketing in the local area, will be working with Ben Rochetti, general sales manager, and Jack Burns, vice president of branch offices.

Empire is the midwest regional division of the Bally Group which includes Advance Automatic Sales in the west and Bally Northeast in the east.

Belarmino tapped

Game Plan, Inc., recently tapped Andee Belarmino in the capacity of marketing and sales coordinator to

help the Illinois based manufacturer with "additional expanding activity."

Ken Anderson, vice president, marketing, of Game Plan, noted that, "Ms. Belarmino brings with her many years of experience in the coin-operated amusement business. She will support the continuing increase of sales activity with additional export and traffic expertise."

Belarmino, formerly with Williams Electronics, Inc., will play a key role in the expanded company marketing activities in coordination and planning both domestic and international sales.



Belarmino



Murnane

Murnane moves

John F. Murnane has been appointed sales manager for the midwest zone of Rowe International, Inc. He previously had been national sales manager for Micro-Magnetic Industries, Inc.

Murnane will report directly to Edward M. (Ted) Lloyd, national sales manager.

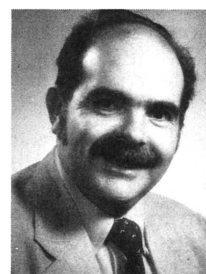
Nickerson elevated

Frank Nickerson, who recently served as sales manager, eastern region of WICO Corporation, has been appointed national sales manager of the same firm.

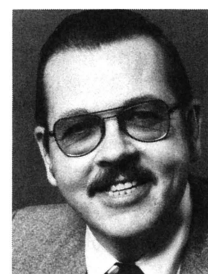
Nickerson, who joined the firm in 1972 as New England territory manager, will direct the activities of the 40 member sales team.

In making the announcement, Steve Parks, WICO executive vice president, stated "I am pleased to have Frank Nickerson lead our sales team as WICO enters its fifth decade of service to the amusement and vending industries."

He will be relocating to Chicago with his wife, Roberta, and their two children.



Nickerson



Anglin

Anglin named veep

Noah Anglin has been named to the newly created post of vice president of engineering and manufacturing for Atari's coin-operated games division, according to Gene Lipkin, president of the division.

In his new position, Anglin will have overall responsibility for all facets of engineering, manufacturing, materials control, and quality for the division which designs and manufactures coin-operated video amusement games.

Anglin had been director of engineering for the division for the past two years.

Prior to joining Atari, he worked for IBM in engineering management; he was a founder and vice president of Office Communications, Inc., now a division of Savin Corporation, where he helped develop word processing systems; and he was director of research for new technology at Memorex Corporation.



FAIRMONT HOTEL — NEW ORLEANS

MARCH 20 — 22, 1980

Pulling stronger receipts from pin league play

"Promotion is the name of the game," Bob Lawton, owner of Funspot, decided after he finally figured out an answer to his perennial problem—how could his business earn a year's income during the usual short summer season which runs from July 1 to Labor Day?

His amusement park, which is located in Weirs Beach, New Hampshire, features two parks, mini-golf course, and other activities, was "sustained" by electronic games and "delivered" by pinball leagues.

It all began two years ago, when Lawton noticed the steadily increasing popularity of games. This might be just the thing, he mused, to enable him to keep the park open on weekends throughout the year. The "Great Experiment" worked—the game rooms he installed were so successful that Funspot now is open seven days a week from 10 a.m. until 10 p.m., all year round.

To keep enthusiasm kindled, Funspot initiated a Friday night pinball tournament, which led to the state championship in 1978 and 1979. The tournament, which will mark its third anniversary this spring, has been accepted by the media as a legitimate sporting event and, consequently, has been given the appropriate publicity.

And, this year, at the suggestion of its account executive from local radio station WLNH, Funspot has set up what is proving to be an even more successful promotion, pinball leagues.

Originally, Funspot hoped to sign up 32 players for an eight-team league on a mid-week night with a format similar to locally popular bowling leagues. The response exceeded all expectations. Local businesses, including a plumber, a sign company, restaurants, motels and even a bank became sponsors of teams. Funspot wound up with 24 teams of six players each (four regulars and two alternates), in Tuesday night, Wednesday night and Saturday afternoon leagues, which operate for eight weeks ending in December. A "world series" playoff by the league champions follows, with new leagues recently formed for the next season, which began in January.

Since there are eight teams in each league, four matches are held on

each of the three days of weekly league play. Funspot's 22 electronic pinballs are set up in five different areas within its game room so that four of the areas are reserved for league play on Tuesdays and Wednesdays from 7 to approximately 9, and on Saturdays from 2 to 4, leaving the fifth section for other customers. (Since the players pay for their own games, league play increases rather than cuts revenue even during matches.)

In a match, the two teams play the same four machines twice, with the entire four-player team playing one machine at a time. The team with the highest total score wins the match. Standings are based upon won and lost percentages among leagues—sort of like major league baseball.

The sponsors pay a fee of \$20 per team, which defrays the cost of trophies which are awarded to the players in the three league champion teams and to each business which has sponsored a team. Many of them also supply T-shirts with their business names to their team for added publicity value.

Lawton feels that the pinball leagues are a tremendous success. "We have players from six years old up to 50, both boys and girls," he said. "Many bring along friends and relatives, so we've been able to attract new people to Funspot.

And a lot of them are becoming regular customers."

The league standings are published in the local press and results are reported on radio along with accounts of the matches, which, of course, produces more publicity for Funspot as well as the sponsors. Lawton noted that "people like to see their names in print," and he feels that the leagues are doing a great deal to get across the idea that amusement games are enjoyed by everyone. "You don't have to be a pinball wizard to play in our leagues," he observed.

The reliability of electronics, too, is a big factor in league play. Funspot is using pinball games by Bally, Gottlieb, Williams, Stern, and Atari, and none have malfunctioned during a match.

In addition to the leagues and the tournament, Funspot ran a theme tournament which also generated a considerable amount of interest and publicity. A contest on Gottlieb's new *Incredible Hulk* pinball, limited to boys and girls up to twelve years was recently concluded.

Promotion, you'll probably agree with Lawton, is indeed the "name of the game." Anyone interested in further information on pinball leagues may write to Funspot, Box 278, Weirs Beach, N. H. 03246, or phone 603-366-4377.



The installation of game rooms "sustained" Bob Weir's New Hampshire amusement park until the pinball leagues he initiated "delivered" public interest. Patron enthusiasm has allowed him to keep the game rooms open seven days a week, twelve hours a day—year round. Above, players match their wits and skills on Funspot games.

Classified

REWARD! I HAVE \$100,000 TO SPEND ON SLOT machines. 1015 Wurlitzer Jukeboxes. Parts. Or any antique coin machines. Tel.: 414/968-4540

MYLAR FILM for pinball playfields. 25" X 44" sheet covers entire playfield. Step by step instructions included. \$10.00 each plus \$1.50 postage and handling. San Diego Arcade Service, 6123 El Cajon Blvd., San Diego, CA 92115

SKEE BALLS FOR SALE: 6 mech. W/ticketdispensers. Good condition. Make offer. Lawson Music Co., P.O. Box 591, Winter Haven, FL 33880. Tel.: 813/967-1171.

WANTED: Backglass for Gottlieb Cover Girl and Crosstown games. DON MURPHY, 2015 N. Kolman Ave., Chicago, IL 60639. Tel. 312/235-3360.

OLD/ANTIQUE SLOT MACHINES WANTED. LEGAL Buyer. Will Travel. Cash. JACKPOT AMUSEMENTS. Tel. 312/849-4041.

PARTS: I.C.C. Spitfire & Sky Tack; Marvena Mine Sweeper. We have a complete inventory including logic boards. Bill Grossman & Associates, Box 5421, Incline Village, NE 89450. Tel.: 702/831-2990.

NEED: BACKGLASS FOR BALLY "Deluxe" Super Jumbo. FAIRWAY AMUSEMENT, 802 Moss St., Columbus, MS 39701. Tel. 601/328-3391.

FOR SALE, PINBALL: Strike Spares 695; Lost World 825, Mata Hari 750; 6,000,000 875; Sinbad 750. Video: Space War 950, Destroyer 595, Football 1095. Call RAY CENCI, 212/851-8844.

WANTED: NINTENDO GAME Wild Gun (Pistol). Call 1-804/855-1955 with price and condition. Ask for Joe Vita.

VIDEO PINBALL CONVERSION KIT for your old video games. \$179 includes logic board, reversing relay board, harness assemblys, color-field overlay, complete instructions. Bill Grossman & Associates, Box 5421, Incline, NV 89450. Tel. 702/831-2990.

FOR SALE: Universal's two way Arrow Bell upright, \$1500. Also have slots available. Contact PHIL at 314/586-2565.

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